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# USDA Inside USDA Information

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## DOPE TO LOOK FOR

GPA reorganization developments...PSAs from Nevada...how USDA fared visually in 1979...some changes and reassignments...job opportunities...and a little bit of balderdash. That, plus more, fills in this issue. Read on.

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## GPA BEGINS CHANGES

The long-talked about GPA reorganization began last week. Details are still being worked out, but essentially the plan includes a Director for Management, a Director for Congressional Affairs, a Director for Public Affairs, and a Director for Intergovernmental Affairs.

Public Affairs will have four Assistant Directors..one for News (or Media Services); one for Publications and Special Programs; one for Broadcast and Film Productions...though the name "Productions" may be omitted; and one for Graphic Arts. Division names are being abolished.

Goal is to reassign all employees to the various units by June 6 and the entire reorganization will be finalized by mid-June.

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## IT'S PSA TIME

This must be the season to plan public service announcements. GPA's Margaret Desatnik told us she's working on some about the new dietary guidelines. Carol Doolittle, Cornell U., called to ask questions about acceptability of PSAs since she's developing some radio-TV spots for consumers. And Art Gould, U. of Nevada-Reno, sent us a videotape and set of descriptions about spots he's produced over the years in what he calls his "X-10" series.

Art does about 12 spots yearly in addition to some on "special projects." As many of you know, they're available for purchase from Nevada and surprisingly...we've checked...they have a great deal of applicability across the country.

Write Art for particulars on how you can order prints or videotapes. He might even send you a list of what he has available so you can buy only those of subjects you want.

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## AND FILM REPORT TIME

Claude Gifford, GPA, has shared copies of the department's annual audiovisual report with agency inf heads. We thought you might be interested in the results...some anyhow.

There were 60 in-house titles produced for a total of 175:46 minutes; and there were an additional 29 titles for a total of 193 minutes that were made by contract.

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#### A FOOD COST GUIDE

You may want to write GPA's Special Reports Division for a copy of "Food Costs and Wages the World Over." It's a new brochure whipped into shape by Larry Marton that should give you lots of answers.

The publication compares food costs in the U.S. with costs in other countries...and shows how long the average American works to feed his family, compared with workers in other lands.

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THOSE REGIONS...AHHHH! Much of the time, we probably lead everyone to believe that USDA copy nearly always gets edited and printed through D.C. inf offices. Not so. You'll believe us when you see the newsletter for the Federal Grain Inspection Service that's edited by regional inf office staff members.

It's called "The Conveyer," and keeps the agency's staff informed on what's going on throughout its far flung organization. The New York regional inf office now edits it.

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#### AND THEY MEET TOO

And all this week, the folks from Atlanta, New York, Chicago and San Francisco are meeting in the Dallas regional office with Stan Prochaska, GPA, and involved agency inf heads. They're planning the next quarter's activities...to keep field operations moving.

By the way, in GPA's reorganization, the regional offices are plugged into the News or Media Services unit.

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#### EMPLOYEES TALKING?

Don Schwartz, IPA with Science and Education Administration's Mason Miller, went to Hot Springs, Ark., a week or two ago to talk to the communication group of the Southern Assoc. of Ag. Scientists. He shared the outline of his talk with "Inside..." and we're happy to spread his word a little further.

Don listed a few techniques for improving communication from employees...structural approaches as well as interpersonal ways. Then he talked about developing a "supportive" management climate and laid out areas on which employees should keep their direct supervisor informed...of matters in which the supervisor might be held accountable by those above him, matters of disagreement or controversy, those the supervisor might have to give advice about, those involving recommendations for changes, etc., in policies and "any other matter which will enable higher management to improve economic and employee performance."

Betcha Don will correspond with you about these ideas if you write him and start the ball rolling.

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STUDY SCIENCE WRITING From Ted Hutchcroft, Council for Ag Science and Technology, comes a tear sheet on an article about training ag communicators. Source of much sage advice in the article was Don Wells, U. of Minnesota.

Don especially recommends enrollment in science writing courses... so reporters won't be taken in by a lot of numbers.

You'll find the article in "Corporate Report," January issue.

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RAH MIZZOU!

If you're fortunate enough to be an ag journ graduate from the U. of Missouri (yes, "Inside..." might give equal time to other schools!), you were pleased to receive the yearly letter about what's going on there in the teaching program. Dick Lee and Delmar Hatesohl (who's a K. State grad) sent out the report.

One interesting development has to do with efforts to develop specific ag journalism scholarships. According to Dick and Del their work is beginning to pay off with 4 new scholarships.

Another interesting item...24 of their 42 students are young women.

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THERE'S A READER  
OUT THERE...

We don't know who sent us a clipping called "Laughing at Newspaper Mistakes." It's filled with items, such as the headline, "Thousands Flea," and such sick lines as "He broke down and cried when told his wife was dead and could no longer be questioned."

Or...the filler, "The ancient Chinese worshipped their ancestors. The worship of ancestors is called Ancestor Worship."

All of which reminds us that our Canadian friend Ham Kenney is looking for such stuff. Write him at 131 Powell Ave., Ottawa, Ontario K1S 2A2. Be prepared for hammed up responses.

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BOAS IN S.C.?

Closely allied would be the story we saw the other day from Clemson. Title was "Fast-gaining Boas May Be Future Food."

The story claimed that boa constrictors can grow from birth to 400 pounds in only 12 weeks...and the meat tastes just like chicken. Then the article said: "Even the pig fails to make a boa of himself...takes an average of 5 months for a hog to reach...220 pounds."

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NEGS FROM IRRI

Tom Hargrove, International Rice Research Institute in the Philippines, sent a copy of IRRI's new policy on release of printing negatives. He wonders if any other organizations have tried such an approach in the past.

Yes, USDA has for years sold publication offset negatives through the Government Printing Office. Tom's situation might be a little different though, so write him for details if you're interested in his approach. He's at IRRI, P.O. Box 933, Manila. Maybe you can even call him at 88-48-69!

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HATCH BACK OVERSEAS  
(CORDELL, THAT IS)

A note from Cordell Hatch, Penn State U., says he's on his way back to the Seychelles (Indian Ocean) to do some followup work on the radio-TV-AV project he had last year with the ministry of agriculture there. He'll spend some time designing an expansion of the project to include other ministries of the government.

On his way through Africa, he'll also work with AID in the design of an educational project for Swaziland. He'll return home in mid-March.

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GRAHAM TO SOMALIA

Rollie Graham, who retired in December after 32 years at the U. of Nebraska, is on his way to Somalia. Rollie will be there through March and will conduct a basic communication course for about 25 extension agents.

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RUSSELL TO ARKANSAS

Bill Russell has joined Doug Marden's Arkansas staff at Little Rock. Bill will work on television projects. He's been with the state department of human services...the state department of commerce...and spent some time at the U. of Arkansas as a lecturer.

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LOOKING...TRY LA.

From Louisiana State U. comes word of a hunt for a comm specialist. The job largely has to do with publications, printing, campaigns and training. A bachelor's degree in journalism is required...plus a minimum of 2 years professional experience. A master's is preferred and so is experience in editing and producing publications and in planning multi-media educational programs.

If interested, write--before March 6--the Office of Personnel and Programs or call (504) 388-6902 and request a Personal Data Form. Refer to the specific job number (80-05). Address of the OPP is Cooperative Extension Service, Room 155, Knapp Hall, University Station, Baton Rouge 70803.

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OR TRY FSQS

At USDA, the Food Safety and Quality Service is looking for a GS-7/9 writer/editor. Person hired will have a broad range of assignments in writing materials for agency officials. Applicants must have 3 years general experience and 1 year specialized experience in writing and editing articles, speeches, pamphlets or news releases.

Write or call Winnie Joy, (202) 447-4815 at USDA, FSQS, PD, WSPO, Rm. 3438-S, 14th & Independence, S.W., Washington, D.C. 20250. Ask about announcement #FSQS-80-18 and apply before Feb. 25.

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WHAT'S A BETTER WAY?

When Don Elder, GPA, attended a meeting of the Association of Independent Television Stations in Houston last month, he left USDA from his nametag and listed "A BETTER WAY" instead. That prompted many opportunities to meet new people who would come up and say, "What's a better way?"

Don noted that of the 30 markets represented at the meeting, A BETTER WAY is on the air with more than two-thirds. Considering the new people he met, he hopes that will be higher by the time of the next annual meeting.